

Heart Valve Voice

Report and financial statements for the year
ending 31st March 2022

Charity number

1159219

Registered office and operational address:

We Work, 1 Spinningfields,
Quay Street , Manchester
M2 3JE

Chair:

Christopher Young

Treasurer

Keith Jackson

Trustees

Trustees who served during the year as follows:

- Christopher Young (Chair)
- Keith Jackson (Treasurer)
- Amanda Bott
- Susan Alderton
- Chris Arden
- Alison Banayoti
- Prof Simon Ray
- Livvy Gosney
- Phil Read
- Angie Martin
- Yassir Javaid
- Rick Steeds

Key management

- Wil Woan (Executive Director)
- Callum Fergusson (Head of Content)

Bankers

Lloyds TSB

The trustees present their report and the unaudited financial statements for the year ended 31 March 2022

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the charity's constitution and the Statement of Recommended Practice –

Accounting and Reporting by Charities: SORP

Objectives and activities

The main purpose of the charity is to raise awareness of the symptoms and severity of heart valve disease in the UK in order to save lives and improve quality of life; whilst increasing the awareness of symptoms of heart valve disease such as breathlessness and dizziness and improve diagnosis

These aims are summarised under the following core outcomes:

- (a) to assist in the diagnosis treatment management and care of persons suffering from heart valve disease by the raising awareness and providing support to effective and timely treatments;
- (b) to promote and protect the physical and mental health of sufferers of heart valve disease in the UK through the provision of financial assistance, support, education and practical advice;
- (c) to advance the education of the general public in all areas relating to heart valve disease

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives set.

Achievements and performance

In order to tackle the challenges facing heart valve disease patients accessing timely treatment we developed a two year strategy containing four key aims:

- Implement a multifaceted National Heart Valve Disease Awareness Campaign
- Increase our visibility in the public and deliver activities that unite and engage stakeholders
- Strengthening our engagement with policy makers and decision makers
- Through the Patient Voice highlight under treatment with key political figures across the UK

During the financial year we achieved a number of significant milestones in raising awareness of heart valve disease most notably a national campaign highlighting the importance of accessing treatment during COVID19 and developing new clinical guidelines which will improve the patient pathway.

Media Achievements

We have achieved significant media coverage throughout the year. Our 100,000 Conversations campaign achieved its goal within nine months, while securing national and local media coverage, celebrity endorsements and was endorsed by the

Department for Health and Social Care. Our #JustTreatUs Campaign was adopted globally by Global Heart Hub, and was endorsed by the UK's major Professional CVD societies. Online it reached over 3 million people, as well as securing significant national media coverage. We also supported International Women's Day with a series of articles promoting early detection and the importance of tackling gender inequality in treatment. We carried out the first of a series of "Your Heart Matters" awareness events using a bus as a focal point and working alongside Valve for Life offered stethoscope checks – it is hoped to deliver a series of these type of awareness events across the UK.

Awareness Week

We reached over 3 million people throughout the campaign including over 63,000 video views, 15,547 webpage visits and 15 Media Features. Our media activity was spearheaded by celebrity GP, Dr Sarah Jarvis, who is now a continued supporter of the charity. The Awareness Week message "Listen To Your Heart" was tweeted out by 38 MPs, celebrities as well as hundreds of Heart Valve Voice supporters, generating 2.6 million organic opportunities to see.

NICE Heart Valve disease guideline

We were delighted have played a crucial role in the development of a new NICE's guideline on heart valve disease presenting in adults. The publication of these guidelines marks a key moment for Heart Valve Voice, our patient community and future valve disease patients. The final guidelines, coupled with the NHS's Long Term Plan, provide a roadmap to a better future for valve disease care in the UK, and it was our patient community who empowered us to deliver those change. We were proud that the NICE Committee recognised the value of our "patient-led" response. We will now use the guidelines to continue to improve the patient pathway and affect the changes to help the 1.5 million people living with heart valve disease in the UK.

All Party Political Group on Heart Valve Disease

Heart Valve Voice remains the secretariat of the APPG and was proud to lead two oral evidence sessions to review the current standards of management and care for HVD patients in the UK. The intelligence gathered formed the basis of a report that was recognised in the Houses of Parliament. Over twenty Parliamentary Questions were orchestrated and has led to crucial conversations with the National Clinical Director for Heart Disease.

Financial review

The Treasurer, Chairman and CEO consider the risks in respect of expenditure, unrestricted income and where appropriate restricted income. The charity relies on healthcare providers for potential risks to income and expenditure during the year under consideration. A risk assessment has been undertaken for the period of April 2021 to March 2022.

The charity relied on the healthcare industry to fund activity and fundraising through legacy payments. The number of supporters has increased in the financial year but we have found it difficult to rise the funding to deliver in the essential projects we had to deliver. We did increase our funding portfolio with patient fundraising a significant improvement with an increased number of patients raising funds. We are hoping to introduce a Heart Valve Voice Lottery and JustGiving campaign to raise much needed funds. The healthcare industry relationship is structured through various contracts to deliver a range of activity and we continue to build those relationships.

COVID 19 was and continues to be a concern for the charity with a risk of health care industry pausing funding or cashflow disruption; we are trying to expand our revenue streams and increase unrestricted funding.

Reserves policy

The Trustees have considered the risks in respect of expenditure, unrestricted income and where appropriate restricted income. Also taken into consideration are any external identified potential risks to income and expenditure during the year under consideration. A risk assessment has been undertaken for the period of April 1 to 31 March 2022. Whilst Charity aims to have 6 months of reserves this has been difficult and the Trustees have agreed to focus on securing unrestricted funding to increase the reserves to 9 months by end of 2023.

Plans for the future

The Charity anticipates that the impact of COVID19 will continue to have impact on healthcare systems and the charity will refocus efforts on media awareness and empowering patients to engage in patient pathways. We anticipate an increase in treatment inequalities across the UK, and in particular across the devolved nations, so we are preparing to deliver tailored media and government affairs campaigns to highlight the importance of early detection and timely treatment. It is imperative that

all liabilities and deficits are cleared by end of year 2023 and several conversations are in place with donors to help with unrestricted costs.

Structure, governance and management

The charity was incorporated as a charitable incorporated organisation on 14 November 2014. New trustees are appointed by the existing trustees. The governing document is the constitution.

The charity is constituted under a constitution. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity and are recruited through Trustee meeting discussions and on occasion via advert if specific skills are sought.

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 9 to the accounts.

The charity utilises skills from an independent consultant on constitutional matters and a review

Related parties and relationships with other organisations

Member of the Global Heart Hub

Member of the World Heart Federation

Remuneration policy for key management personnel

The Executive Director, Chairman and Treasurer form a pay committee and review remuneration yearly based on an appraisal system supported by a HR coaching consultant.

Risk management

The Chairman and Executive Director review risks every three months. In 2021, a full review of HR systems took place and it was agreed to appoint a book keeper as matter of urgency to support the growing capacity of the organisation and to help manage the charity finance. .

Statement of responsibilities of the trustees

Law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the period and of its financial position at the end of

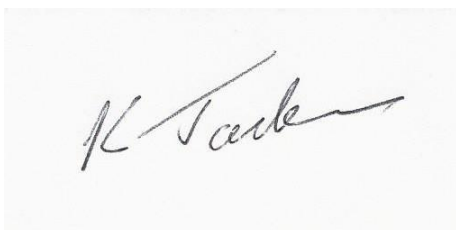
the period. In preparing financial statements giving a true and fair view, the trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees annual report has been approved by the trustees on 23/08/2023 and signed on 23/08/2023

A handwritten signature in black ink, appearing to read 'K Jackson', is written on a light-colored background.

Keith Jackson (Treasurer)

Heart Valve Voice

Balance Sheet

As of March 31, 2022

	TOTAL
Fixed Asset	
Total Fixed Asset	
Cash at bank and in hand	
20010 Lloyds Bank Current Account	715.03
Total Cash at bank and in hand	£715.03
Debtors	
21001 Accounts Receivable	116,500.00
Total Debtors	£116,500.00
Current Assets	
22001 Overpayments of Pensions	0.00
22003 Accrued Revenue	0.00
Prepayments and other debtors	0.00
Total Current Assets	£0.00
NET CURRENT ASSETS	£117,215.03
Creditors: amounts falling due within one year	
Trade Creditors	
31001 Accounts Payable	66,974.38
31015 Payroll Creditor	0.00
Total Trade Creditors	£66,974.38
Current Liabilities	
33001 VAT Liability	0.00
Accruals	5,400.00
Deferred income	0.00
Total Current Liabilities	£5,400.00
Total Creditors: amounts falling due within one year	£72,374.38
NET CURRENT ASSETS (LIABILITIES)	£44,840.65
TOTAL ASSETS LESS CURRENT LIABILITIES	£44,840.65
TOTAL NET ASSETS (LIABILITIES)	£44,840.65
Charity funds	
32000 Unrestricted Net Assets	54,524.31
Surplus/(Deficit)	-9,683.66
Total Charity funds	£44,840.65